

*Zulu*  
MAR 10 1941

| SUN. | MON. | TUES. | WED. | THURS. | FRI. | SAT. |
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| 19   | 20   | 21    | 22   | 23     | 24   | 25   |
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FRANCES HUGHES, *Editor*

6 WEST 52nd STREET

ELdorado 5-3693

NEW YORK, N. Y.

## FASHION CALENDAR

NOTE: For your convenience events are repeated until they take place. New events, last-minute changes and revisions are added each week as soon as scheduled.

TODAY (Friday, Mar. 7) IN NEW YORK

| <u>DATE</u>             | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                              | <u>WHERE</u>                        |
|-------------------------|--|--|-------------------------------------|
| ✓ Mar. 7<br>11:30 A.M.  | NEW SPRING COLLECTION<br>IN NEW SALON  | CHEZ NINON                                   | 785-5TH AVE.                        |
|                         | Press preview. Marks opening of Chez Ninon's new salon and first showing of new Spring Collection designed by Jean Schlumberger.<br>Publicity: Eleanor Lambert, PL. 5-8580.  |  |                                     |
| ✓ Mar. 7<br>3:00 P.M.   | GOGO SCHIAPARELLI WEDDING  | MRS. OTTAVIO PROCHET                         | HAMPSHIRE HOUSE                     |
|                         | By invitation only. Simultaneously, Bonwit Teller will introduce Gogo Schiaparelli trousseau fashions (from Horwitz & Duberman). Out-of-town stores wanting newsy bridal promotion contact: Jack Horwitz, LO. 5-7440.  |  |                                     |
| ✓ Mar. 7<br>4-6:00 P.M. | HAT EXHIBITION   | BROOKLYN MUSEUM                              | EASTERN PARKWAY<br>AT FLATBUSH AVE. |
|                         | International collection of hats and headgear through the ages. New hats by Sally Victor, illustrating use of museum pieces as source material for modern design. Press preview by invitation only. Open to public from Mar. 8. Publicity: NE. 8-5000.   |  |                                     |
| ✓ Mar. 7<br>4-6:00 P.M. | LAST MINUTE "ECHOES"<br>IN SCARFS AND TURBANS  | EDGAR C. HYMAN                               | 485-5TH AVE.                        |
|                         | High-spot: Press preview of new Vyvyan Donner Fox Movietone Fashion Short. Proving that even scarf motifs reflect the news headlines of the day. Publicity: Miss Ellison, MU. 2-5430.  |  |                                     |
| ✓ Mar. 7<br>4-6:00 P.M. | CHILDREN'S FASHIONS AT<br>"BUNDLES FOR BRITAIN" TEA  | COTTON BOARD OF<br>MANCHESTER, ENGLAND       | RAINBOW ROOM<br>30 ROCK. PLAZA      |
|                         | Tea-time review of children's British cotton fashions. Proceeds to "Bundles for Britain". Participating American children's wear manufacturers: Callahan & Cohen, Trude Little, Park Dress House, Totsy Togs, Bevy Modes, L. Dick, Joseph Love, Kaufman Bros., and Mariska Karasz, custom-dressmaker. Mannequins: British refugee children. Fashion commentator, Betty Green, Parents' Magazine. Open to public. Admission: \$1.00. Publicity: Stanley Brown, MU. 5-0215 or "Bundles for Britain", PL. 3-1877. |  |                                     |
| ✓ Mar. 7<br>5:15 P.M.   | RADIO ADDRESS:<br>"YOUTH AND FASHION"  | MRS. BETSY BLACKWELL<br>EDITOR, MADEMOISELLE | STATION WQXR                        |

| <u>DATE</u>   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>  | <u>WHERE</u>         |
|---|---|--|----------------------|
| Mar. 9  | OPEN HOUSE IN THE<br>3-5:00 P.M. PICTURE COLLECTION   | NEW YORK PUBLIC<br>LIBRARY   | 42ND & 5TH AVE.      |
| By invitation only. Invitations issued from ST. 3-3645, (before noon only). Guests requested to use 42nd Street entrance. |   |  |                      |
| <u>WEEK BEGINNING MARCH 10TH</u>  |   |  |                      |
| Mar. 10   | SUMMER OPENINGS OF FOGA HOUSES  |  | INDIVIDUAL SHOWROOMS |
| / Mar. 10   | ELFREDA, INC.<br>HORWITZ & DUBERMAN<br>MARCUS, E.N., & CO.<br>MIL-JAY, INC.<br>MILMONT GOWNS, INC.<br>PIERROT DRESS CO.<br>SILVER DRESSES, INC.<br>TROY, HANNAH, INC.   | 498-7TH AVE.<br>498-7TH AVE.<br>1400 BROADWAY<br>530-7TH AVE.<br>530-7TH AVE.<br>498-7TH AVE.<br>1400 BROADWAY<br>530-7TH AVE.   |                      |
| / Mar. 11   | ALTMARK, MILTON, INC.<br>ARKAY JUNIOR FROCKS<br>CAPRI FROCKS, INC.<br>CASINO DRESSES, INC.<br>DUKE, ANNA & CO.<br>HALPERT, JOSEPH, INC.<br>HERBERT, MYRON, INC.<br>JUNIOR FORMALS, INC.<br>JUNIOR LEAGUE FROCKS, INC.<br>KAPLAN & GRABOIS, INC.<br>KAPLAN & WASSNER, INC.<br>MAIRELL JUNIOR MISS<br>MARGOT DRESSES, INC.<br>MONTEIL, GERMAINE, INC.<br>PARNES, PAUL, INC.<br>PARNIS, JERRY, INC.<br>RENTNER-LEONARD, INC.<br>RUDOLF GOWNS, INC.<br>SCHWADE, WILLIAM, INC.<br>WESTHEIM, DAVID S., CORP.<br>LENKOWSKY DRESSES, INC. | 530-7TH AVE.<br>498-7TH AVE.<br>1372 BROADWAY<br>530-7TH AVE.<br>498-7TH AVE.<br>530-7TH AVE.<br>498-7TH AVE.<br>1372 BROADWAY<br>498-7TH AVE.<br>1400 BROADWAY ✓<br>530-7TH AVE.<br>498-7TH AVE.<br>36 WEST 47TH<br>498-7TH AVE.<br>530-7TH AVE.<br>498-7TH AVE.<br>530-7TH AVE.<br>530-7TH AVE.<br>1400 BROADWAY<br>550-7TH AVE. |                      |
| / Mar. 12   | MILLER, CHARLES, INC.<br>ARMOUR, CHARLES, INC.<br>KONDAZIAN, CHARLES<br>MARY LEE, INC.<br>PATTULLO, INC.<br>REIG, BEN, INC.   | 498-7TH AVE.<br>498-7TH AVE.<br>37 WEST 47TH<br>498-7TH AVE.<br>498-7TH AVE.<br>498-7TH AVE.   |                      |
| / Mar. 13   | PARNIS-LEVINSON, INC.<br>BARRACK, ROSE, INC.<br>FOX-BROWNIE, INC.<br>RENTNER, IRA & MILLER, INC.<br>SONDHEIM, HERBERT, INC.   | 530-7TH AVE.<br>530-7TH AVE.<br>498-7TH AVE.<br>498-7TH AVE.<br>530-7TH AVE.   |                      |

| <u>DATE</u>                       | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>  | <u>WHERE</u>                  |
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|                                   | SUMMER OPENINGS OF FOGA HOUSES (continued)   |  | INDIVIDUAL SHOWROOMS          |
| ✓ Mar. 14                         | KASS, SAMUEL, GOWNS, INC.<br>REN-ETA GOWNS, INC.   | 498-7TH AVE.<br>498-7TH AVE.   |                               |
| ✓ Mar. 17                         | APPEL, BERNARD, INC.<br>BAGRO GOWNS, INC.<br>BASS, WILLIAM, DRESS CORP.<br>PICKWICK DRESS CO., INC.  | 1401 BROADWAY<br>530-7TH AVE.<br>530-7TH AVE.<br>1400 BROADWAY                       |                               |
| ✓ Mar. 18                         | BABS JUNIOR, INC.<br>BLOTTA & CONTI, INC.<br>MILGRIM<br>RUFFOLO BROS., INC.<br>TAYLOR, JANET, INC.   | 1375 BROADWAY<br>498-7TH AVE.<br>6 WEST 57TH ST.<br>31 WEST 47TH ST.<br>498-7TH AVE. |                               |
| ✓ Mar. 10<br>12:15 &<br>3:30 P.M. | FASHION SHOW OF<br>"SACSON" DRESSES  | GIMBEL BROS.<br>COTTON SHOP  | BROADWAY AT 33RD ST.          |
|                                   | Two-a-day fashion show of Sacson dresses featuring Town and Country Costumes and Work and Play Clothes for the Career Girl. Open to public. Publicity: Helen Authier, PE. 6-5100.  |  |                               |
| ✓ Mar. 10<br>2:30 P.M.            | SPRING DESIGN STUDIO<br>ORIGINALS  | MILGRIM  | 6 WEST 57TH ST.               |
|                                   | Press preview. Milgrim Design Studio Spring Originals for Custom Order. Opens to public Mar. 11, 2:30 P.M. Publicity: Martin Kahn, CI. 7-7200.   |  |                               |
| ✓ Mar. 10<br>4:30 P.M.            | SPRING MILLINERY<br>FASHION SHOW   | ARNOLD CONSTABLE<br>MILLINERY SALON  | 5TH AVE. AT 40TH<br>4TH FLOOR |
|                                   | Introducing to Press and public, newest hat designs of Miss Frances Hodges, assisted by Miss Ainslee of Charles of the Ritz. Together they will demonstrate tie-up between hat-colors and make-up. Publicity: Anne Albee, CA. 5-2300.  |  |                               |
| ✓ Mar. 10<br>5:30 P.M.            | SPRING MILLINERY<br>PRESS PREVIEW  | LORD & TAYLOR  | 5TH AVE. AT 38TH<br>3RD FLOOR |
|                                   | Press only. Publicity: Bernice Maguire, WI. 7-3300.  |  |                               |
| ✓ Mar. 10<br>8:30 P.M.            | LECTURE ON THEATRE<br>COSTUMES IN BALI   | MUSEUM OF COSTUME<br>ART   | 630-5TH AVE.                  |
|                                   | Second lecture of series. Speaker: Donald Oenslager. Free to members. Admission to public, \$1. CI. 7-2431.  |  |                               |
| ✓ Mar. 10                         | FIRST SHOWING OF TRUMAN BAILEY'S LOUISIANA FASHIONS  |  |                               |
|                                   | Summer merchandising promotion. Authentic Louisiana fashions developed by Truman Bailey in specially designed Everfast fabrics. Participating manufacturers: Horwitz & Duberman; Pollack, Smith & Robins; Young America Dance Frocks; American Deb; Beaumart; Lord's Sportwear; Castlecliff Jewelry; Betmar Hats; Friedman-Lobel Handbags; Singer-Cohen Dress Accessories. Fashions on display in individual showrooms beginning March 10. |  |                               |

| <u>DATE</u>                          | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>              | <u>WHERE</u>                          |
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| Mar. 10                              | SUMMER SPORTSWEAR OPENINGS  |                              | INDIVIDUAL SHOWROOMS                  |
| ✓ Mar. 10                            | DAVIDOW<br>DAVID GOODSTEIN  | 550-7TH AVE.<br>550-7TH AVE. |                                       |
| ✓ Mar. 11                            | ADLER & ADLER<br>ZOLTAN ROSENBERG   | 550-7TH AVE.<br>550-7TH AVE. |                                       |
| ✓ Mar. 13                            | CHARLES NUDELMAN  | 550-7TH AVE.                 |                                       |
| ✓ Mar. 11<br>10:30 A.M.<br>2:30 P.M. | PRIVATE EXHIBITION<br>SPRING ORIGINALS  | STEIN & BLAINE               | 13-15 WEST 57TH ST.                   |
|                                      | Stein & Blaine will present their new Spring Originals, custom-made and ready-to-wear, at two special previews for the Fashion Press and Stein & Blaine customers. Publicity: Kay Merrill, PL. 3-6180.  |                              |                                       |
| ✓ Mar. 11<br>1:00 P.M.<br>Luncheon   | MACY LUNCHEON<br>FASHION REVUE  | RITZ CARLTON<br>OVAL ROOM    | 45TH AND MADISON AVE.                 |
|                                      | Spring fashions from Macy's Little Shops. Like all Ritz "Tuesday Lunches", open to public. Publicity: Kay Inglis Jones, CH. 4-2000.   |                              |                                       |
| ✓ Mar. 11<br>3:00 P.M.               | PREMIER SHOWING<br>SPECIALTY SHOP COLLECTION  | M. SKLAR                     | 17 EAST 48TH ST.                      |
|                                      | Spring collection of gowns, suits, coats, furs and ensembles featuring first American originals by Bartalen, formerly of Paris and London. Showing daily thereafter. Publicity: WI. 2-9533.   |                              |                                       |
| ✓ Mar. 11<br>4:00 P.M.               | ROSE PARADE PRINT<br>DRESS PROMOTION  | MAYFLOWER DRESSES            | RAINBOW ROOM<br>30 ROCKEFELLER PLAZA  |
|                                      | Neatest trick of the week! Mayflower Dresses in Ameritex rose prints copied from 1941's outstanding roses. Each dress will bear a tag for customer to mail in to Jackson & Perkins, rose growers, in exchange for actual rose bush. Feature print, "Rose Bampton", named for opera star who will appear at Rainbow Room party on Mar. 11th, and at Arnold Constable on Mar. 17th, timed to tie in with the opening of International Flower Show. Publicity: Trinity Associates, MU. 2-2523. |                              |                                       |
| ✓ Mar. 11<br>5-6:00 P.M.             | PRESS PREVIEW OF<br>"PAINTINGS TO WEAR"   | SAKS 5TH AVENUE              | 5TH AVENUE AT 50TH ST.                |
|                                      | Preview, by invitation only, to Art Editors and Fashion Press. Exciting collection of scarfs, called "Paintings to Wear", designed by Count Rene Bouet Willaumez. Publicity: Dorothy Harness, PL. 3-4000.   |                              |                                       |
| ✓ Mar. 12<br>10:30-<br>12 Noon       | DELMAN SPRING<br>SHOE COLLECTION  | DELMAN, INC.                 | DELMAN SHOE SALON<br>754 FIFTH AVENUE |
|                                      | Press preview. Publicity: Viola Shefer, PL. 3-2116  |                              |                                       |

| <u>DATE</u>                  | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                              | <u>WHERE</u>                               |
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| Mar. 12, 13                  | 8TH ANNUAL "5 & 10" PACKAGING SHOW AND CONFERENCE<br>& 14th,<br>2:30 P.M.  |  | HOTEL ASTOR<br>B'WAY AT 45TH ST.           |
|                              | Mar. 12 Panel discussion on packaging by 4 chain store buyers.<br>Mar. 13 Address on "Transparent Packaging", etc.<br>Mar. 14 Address on "Shipping '5 & 10' Merchandise", etc.<br>Publicity: Syndicate Store Merchandiser, Mr. Martin, MU. 3-5362.   |  |  |
| Mar. 12<br>3:00 P.M.         | PRESS PREVIEW OF<br>SPRING COLLECTION  | MAINBOCHER                                   | 6 EAST 57TH ST.                            |
|                              | Publicity: Eleanor Lambert, PL. 5-8580.  |  |  |
| Mar. 13<br>12:30<br>Luncheon | SAKS 5TH AVE. BRIDAL<br>FASHION SHOW   | BILTMORE HOTEL                               | VANDERBILT AVE.<br>AT 43RD                 |
|                              | Bridal fashions within every girl's reach. Publ. Miss Harness, PL. 3-4000.   |  |  |
| Mar. 13                      | PUBLICATION DATE OF<br>CORSET SELLING MANUAL   | WOMEN'S WEAR DAILY                           | 8 EAST 13TH ST.                            |
|                              | Special feature section of March 13th Women's Wear will contain "Sales Training for Corset Selling" - a complete corset sales training manual by Zelma Bendure. Extra copies for sales personnel must be ordered in advance of publication date.   |  |  |
| Mar. 14<br>3 & 5:00<br>P.M.  | TWO GALA PREVIEWS-<br>B.A.A.C. PRINTS  | B.A.A.C. TEXTILE<br>DIVISION                 | SHERRY NETHERLANDS,<br>5TH AVE. & 59TH ST. |
|                              | At 3:00 P.M., press preview of spring and summer dresses, playclothes, negligées, blouses and accessories in B.A.A.C. "British Symbol" prints. (19 licensees and all details in last week's FASHION CALENDAR) At 5:00 P.M., "Dress for Britain" cocktail party, open to public at \$1. Débutantes will model fashions. Store promotions "break" on Mar. 17, beginning of "British Aid Week." Publicity: Philip Schuyler, MU. 3-4383. |  |  |
| Mar. 14<br>5-7:00 P.M.       | INTRODUCING JAEGER'S<br>CLASSIC WARDROBE   | JAEGER OF LONDON<br>AND NEW YORK             | ST. REGIS HOTEL<br>PENTHOUSE               |
|                              | Press preview. Publicity: Alice Dowd, CI. 7-2680.  |  |  |
| Mar. 14<br>5:15 P.M.         | RADIO ADDRESS:<br>"FASHION MAKES HEADLINES"  | MR. CHRISTIAN JUNGST<br>PRES. COIFFURE GUILD | STATION WQXR                               |
| Mar. 15<br>Evening           | BENEFIT BALL AND<br>"FASHIONS WITH A FUTURE"   | ISRAEL ORPHAN ASYLUM                         | MADISON SQUARE<br>GARDEN, 825-8TH AVE.     |
|                              | All-star show and mammoth Charity Revue, "Fashions With a Future", featuring fashions and accessories. 25 participating exhibitors. Fashion commentator: Ann Lawren (Mrs. William Loweth). Publicity: Henry Zeltner, AL. 4-8300.   |  |  |

| <u>DATE</u>                      | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>   | <u>WHERE</u>                         |
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| Mar. 17-22                       | OPENING OF INTERNATIONAL FLOWER SHOW<br>12 Noon to 10:30 P.M.   | GRAND CENTRAL PALACE  | 480 LEXINGTON AVE.                   |
|                                  | <i>Has theme: "Parade of America with South &amp; Central American gardens on display"</i>  | Simultaneously, Arnold Constable will launch "Rose Parade Print" promotion of Mayflower Dresses in Ameritex fabrics, tie-ing in with opening of Flower Show. Rose Bampton, opera star, for whom featured rose was named will make personal appearance at store, March 17th. Beginning Mar. 18th, Flower Show opens at 10:A.M. daily. Flower Show Publicity: Helen Webber, PL. 5-0478. |                                      |
| Mar. 17-29                       | AMERICAN TOY FAIR   | all week  |                                      |
|                                  | Toy manufacturers will exhibit in the permanent showrooms of the Toy Fair, 200-5th Ave., and at the McAlpin Hotel, all week.  |   |                                      |
| Mar. 17<br>8:30 P.M.             | LECTURE ON COSTUME IN MOVEMENT  | MUSEUM OF COSTUME ART   | 630-5TH AVE.                         |
|                                  | Third in third annual series of lectures with demonstrations. Speech by dancer, Martha Graham. Free to members, open to public at \$1.  |   |                                      |
| Mar. 18<br>1:00 P.M.<br>Luncheon | CHAPIN NURSERY BENEFIT AND FASHION SHOW   | ALICE CHAPIN ADOPTION NURSERY   | ST. REGIS HOTEL VIENNESE ROOF        |
|                                  | Annual luncheon fashion show, "Boutonnière of Spring Fashions".<br><del>hibitors:</del> Bonwit Teller, Saks 5th Avenue, Tailored Woman, Henri Bendel. Open to public. Admission, \$5. Proceeds to Alice Chapin Adoption Nursery. Publicity: Miss Schneiderwind, CH. 2-0830. |   | <i>for hours by</i>                  |
| Mar. 18<br>1:15<br>Luncheon      | ALTMAN LUNCHEON FASHION SHOW  | RITZ CARLTON OVAL ROOM  | MADISON AVE. AT 45 ST.               |
|                                  | Easter Promenade. Fashion Show at 1:40 P.M. Publ. Faith Willcox, MU. 9-7000.  |   |                                      |
| Mar. 18<br>3:00 P.M.             | SPRING FASHION SHOW<br>"RIGHT DRESS, 1941!"   | ABRAHAM & STRAUS  | ST. GEORGE HOTEL 51 CLARK ST. B'KLYN |
|                                  | Annual spring fashion show for benefit of School Settlement Association. Open to public. Admission: \$1. Publicity: Miss Schneider, TR. 5-7200.   |   |                                      |
| Mar. 19<br>2:30 P.M.             | SPRING FASHION SHOW   | FRANKLIN SIMON<br><i>2 performances 1PM + 3PM<br/>for press</i>   | GREENWICH SHOP (via Grand Central)   |
|                                  | Promenade of Spring fashions. Open to public. Publicity: Miss Hillebrand - WI. 7-9600.  |   |                                      |
| Mar. 20<br>12:30                 | SAKS 5TH AVE.<br>BRIDAL FASHIONS  | PLAZA HOTEL, PERSIAN AND TERRACE ROOMS  | 5TH AVE. & 59TH ST.                  |
|                                  | Revue of spring bridal fashions, featuring Saks Originals. Publicity: Miss Harness, PL. 3-4000.   |   |                                      |

| <u>DATE</u>                      | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                                    | <u>WHERE</u>                  |
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| Mar. 20<br>2:30 and<br>6:00 P.M. | STORE-WIDE SPRING<br>FASHION SHOW  | OPPENHEIM-COLLINS                                  | 35 WEST 34TH ST.              |
|                                  | New spring fashions will be shown twice, at 2:30 and 6:00 P.M., with screen stars and other celebrities in attendance. Publicity: Peg Read, WI. 7-8200. <i>Sara Garod will be in host, also, to color type costumes according to New York style.</i> |  |                               |
| Mar. 21<br>5:15 P.M.             | RADIO ADDRESS:<br>"THE PERFECT COLOR"  | MRS. E. BURRIS-MEYER<br>SCHOOL FOR FASHION CAREERS | STATION WQXR                  |
| Mar. 23-29                       | NATIONAL SPRING MILLINERY OPENINGS (RETAIL STORES)   |  |                               |
|                                  | New York stores will feature spring millinery importantly in windows, tieing in with National Spring Millinery Week. For suggestions contact: Milln'y Stab. Comm., Joseph Lipshie, CH. 4-6547.   |  |                               |
| Mar. 24<br>8:30 P.M.             | LECTURE ON SPANISH FOLK<br>ART IN THE NEW WORLD  | MUSEUM OF COSTUME ART                              | 630-5TH AVE.                  |
|                                  | Speaker: Isabel de Palencia. Free to members. Open to public, \$1.   |  |                               |
| Mar. 25<br>1:15<br>Luncheon      | STEIN & BLAINE<br>FASHION SHOW   | RITZ CARLTON<br>OVAL ROOM                          | MADISON AVE. AT 46TH          |
|                                  | Custom-Made Collection of spring fashions. Publ. Kay Merrill, PL. 3-6180.  |  |                               |
| Closing<br>Mar. 26               | FRENCH ART EXHIBIT<br>1800-1900  | METROPOLITAN MUSEUM                                | 5TH AVE. AT 82ND ST.          |
|                                  | Full of ideas for fashion designers. Exhibit of prints, portraits and costumes of France, from 1800 to 1900. Open Wed. until 10:00 P.M.  |  |                               |
| Mar. 27<br>2:30 &<br>6:30 P.M.   | "HALF-PINT"<br>FASHION SHOW  | OPPENHEIM-COLLINS                                  | 35 WEST 34TH ST.<br>2ND FLOOR |
|                                  | Peewee-sized customers will model new spring fashions from the "Half-Pint" Shop. Judy Garland, "half-pint" movie-star, may be among those present. Publicity: Peg Read, WI. 7-8200.  |  |                               |
| Night of<br>Mar. 28              | FIGURE-SKATING<br>CARNIVAL PREMIÈRE  | THE CARROLL CLUB                                   | MADISON SQUARE<br>GARDEN      |
|                                  | 8th annual Figure Skating Carnival. Skating Club of New York, Colorfully costumed. Tickets, \$2 to \$8.50 at Bonwit Teller, 215-5th Ave. <i>215-6800</i>   |  |                               |
| Apr. 1<br>1:15<br>Luncheon       | LORD & TAYLOR'S DESIGNERS' SHOP FASHION SHOW   | RITZ CARLTON<br>OVAL ROOM                          | MADISON AVE. AT 45TH          |
| Apr. 3<br>1:00<br>Luncheon       | LUNCHEON FASHION SHOW  | R. H. MACY   | PERSIAN ROOM,<br>HOTEL PLAZA  |
|                                  | Spring fashions from Macy's Little Shop. Publ. Kay Inglis Jones, CH. 4-2000.   | <i>Debutante</i>                                   |                               |

*Buddy-Litell Entertainment*

| <u>DATE</u>                        | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                         | <u>WHERE</u>                          |
|------------------------------------|---|---|---------------------------------------|
| J Apr. 5                           | "YOUNGER CROWD" FASHION REVIEW<br>(time in later issue)   | LORD & TAYLOR                           | 5TH AVE. AT 38TH ST.<br>6TH FLOOR     |
| J Apr. 8<br>1:15 P.M.<br>Luncheon  | LUNCHEON FASHION SHOW<br>NICOLE DE PARIS HATS   | RITZ CARLTON HOTEL<br>OVAL ROOM         | MADISON AVE. AT 45TH                  |
| J Apr. 10<br>6:00 P.M.             | BRIDAL TROUSSEAU<br>FASHION SHOW  | OPPENHEIM-COLLINS                       | 35 WEST 34TH ST.<br>2ND FLOOR         |
|                                    | Press and public. Publicity: Peg Read, WI. 7-8200.  |   |                                       |
| J Apr. 12-<br>May 10               | OPENING OF SPRING RACE MEET   | METROPOLITAN JOCKEY CLUB                | JAMAICA, L.I.                         |
| J Apr. 12-<br>26                   | SPRING OPENING & EXHIBIT<br>NEW PACKARD CARS  | PACKARD MOTORS SALON                    | 1861 BROADWAY                         |
|                                    | Style-conscious Packard Motor Cars will adopt the theme "Nature's Color Symphony" for their Spring Opening. Car-colors planned accordingly. 5th Avenue Specialty Shops will stage tie-in fashion shows. Details in later issue. Publicity: Claire A. Wolff, LO. 5-5978. | <i>Spring</i>                           |                                       |
| J Apr. 16<br>1:00 P.M.<br>Luncheon | LUNCHEON FASHION SHOW   | MRS. ISELIN'S<br>GENEROSITY THRIFT SHOP | WALDORF ASTORIA,<br>GRAND BALLROOM    |
|                                    | 6 or 7 of New York's leading specialty shops will cooperate in a fashion show for the benefit of the "Generosity Thrift Shop". Details in later issue of FASHION CALENDAR.  |   |                                       |
| J Apr. 16<br>Evening               | CINDERELLA BALL   | NAT'L. ASSOCIATION<br>OF DAY NURSERIES  | WALDORF ASTORIA,<br>GRAND BALLROOM    |
|                                    | Uptown Retail Guild Shops may each dress one Cinderella for the Ball. Note Cinderella's slippers! Publicity: Mrs. Blanche Mahler, GR. 5-3310.   |   |                                       |
| J Apr. 22<br>1:15 P.M.<br>Luncheon | CHEZ ROSETTE LUNCHEON<br>FASHION SHOW   | RITZ CARLTON HOTEL<br>OVAL ROOM         | MADISON AVE. AT 45.                   |
|                                    | Mrs. Pleasants Pennington's review of summer fashions. Publ.PL. 8-2460.   |   |                                       |
| J Apr. 26<br>Evening               | "ZIEGFELD GIRLS" BALL<br>AND FASHION SHOW   | ZIEGFELD CLUB, INC.                     | WALDORF ASTORIA,<br>GRAND BALLROOM    |
|                                    | Spotlighting "Follies Girls" and fashions of the Ziegfeld era. Staged by Ned Wayburn. Part of proceeds to British War Relief. Publicity: Ned Wayburn, BR. 9-1133.   |   |                                       |
| J Apr. 29<br>1:00 P.M.             | "DESIGN AWARD"<br>LUNCHEON  | LORD & TAYLOR                           | WALDORF ASTORIA,<br>PARK AVE. AT 50TH |
|                                    | 4th annual "Design Award" Luncheon at which Lord & Taylor recognizes the genius of American designers. Publicity: Bernice Maguire, WI. 7-3300.  |   |                                       |

IMPORTANT FIRST NIGHTS IN THE THEATRE

Mar. 11           THE DOCTOR'S DILEMMA           Shubert Theatre       225 West 44th St.  
Katharine Cornell, star and producer of George Bernard Shaw  
revival. Publicity: Francis Robinson, CI. 7-5152.

Mar. 12           THEY WALK ALONE           Golden Theatre       252 West 45th St.  
Central character: a homicidal maniac. With Elsa Lanchester and  
Carol Goodner. Publicity: C. P. Greneker, CI. 6-9500.

Mar. 13           FIVE ALARM WALTZ           The Playhouse       137 West 48th St.  
Comedy. Principal character said to be modeled after William  
Saroyan. Costumes by Helène Pons. Publ. J.D. Proctor, LO. 5-2690.

Mar. 15           ISRAEL ORPHAN ASYLUM      Madison Square     825 8th Avenue  
BENEFIT   Garden  
All-star show and fashion review. See page 5 for details.  
Publicity: Henry Zeltner, AL. 4-8300.

Mar. 17           NATIVE SON                  St. James Theatre   246 West 44th St.  
Dramatization of Richard Wright novel, staged by Orson Welles.  
Publicity: Richard Maney, WI. 7-6939.

Mar. 20           MY FAIR LADIES           Hudson Theatre       141 West 44th St.  
Marcel Klauber-Arthur Jarrett comedy. Publicity: MU. 2-7930.

Week of Mar. 24   YOUR LOVING SON           Little Theatre       West 44th St.  
Abby Merchant comedy. Publicity: Richard Maney, WI. 7-6939.

Mar. 29           ONE ON THE HOUSE          Grand Ballroom, Waldorf Astoria  
Harvard Hasty Pudding Club's 95th annual production. Tickets  
from Hasty Pudding Theatricals, 27 West 44th St.

Apr. 1           WATCH ON THE RHINE       Martin Beck Theatre  302 West 45th St.  
New Lillian Hellman play. Publicity: Richard Maney, WI. 7-6939.

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*Costumes by  
Helene Pons*

HOLIDAYS AHEAD

*Apr. 2  
Army  
Day*

Mar. 17 ST. PATRICK'S DAY  
Mar. 20 BEGINNING OF SPRING  
Apr. 1 APRIL FOOL'S DAY  
Apr. 13 EASTER SUNDAY  
Apr. 14 PAN-AMERICAN DAY  
Apr. 27 DAYLIGHT SAVING BEGINS  
May 11 MOTHER'S DAY  
May 30 MEMORIAL DAY  
June 14 FLAG DAY  
June 15 FATHER'S DAY  
June 21 FIRST DAY OF SUMMER

RED LETTER WEEKS

Mar. 3-8 NATIONAL DISPLAY WEEK  
Mar. 12-16 GIRL SCOUT ANNIVERSARY WEEK  
Mar. 23-29 NATIONAL SPRING MILLINERY WEEK  
Mar. 29 BASEBALL WEEK  
Apr. 21 NATIONAL FOOT HEALTH WEEK  
Apr. 26 NATIONAL FISHERMEN'S WEEK  
Apr. 27 NATIONAL BETTER HOMES WEEK  
Apr. 28 NATIONAL BABY WEEK  
May 10-17 NATIONAL GOLF WEEK  
May 16-24 NATIONAL COTTON WEEK  
May 24-31 NATIONAL TENNIS WEEK

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